C·R·C

COLLEGE RADIO CORPORATION

545 FIFTH AVENUE • NEW YORK 17, N. Y. • *Telephone:* Murray Hill 7-6865

December 3, 1953

RADIO STATION WYBC
Yale University
New Haven, Connecticut

ATTN: Station Manager

Gentlemen:

As the enclosed "fact sheet" explains, it would be very much to your station's advantage to enter into a non-exclusive (or "simultaneous") contract with the College Radio Corporation for national advertising representation, assuming, of course, that your present commitments permit.

Such a contract would not prevent you from taking national advertising from any other source, be it the Ivy Network, or from contacts obtained by your own station personnel.

It would mean that your station would be included in the comprehensive, nation-wide soliticitation now made for all college radio, other than the Ivy Network, by the College Radio Corporation through its New York sales office.

As the enclosures indicate, your Lucky Strike account is currently obtained for you by Eastern States Radio Corporation, an affiliate of College Radio Corporation. Should you accept our offer for non-exclusive representation, your share, of the revenue derived from this account during the term of the enclosed contract, would be subject only to a five (5) percent commission.

College Radio is the only major college advertising medium that can not be bought through one concern. We sincerely believe that this is a very real reason why your station is not obtaining more national advertising.

The College Radio Corporation is now recognized among agencies as the central source of information about all college radio. College Radio Corporation maintains a full-time staff in New York for daily solicitation of national advertising. It functions both summer and winter. The administrative offices of College Radio Corporation in Columbus are set up for prompt distribution of payments to stations. In New York, College Radio Corporation

salesmen are ready to quote availabilities, station rates, and to prepare advertising presentations on a moment's notice.

If you could spend a week's time in our New York office, you would soon realize how important it is to have "on-the-spot" representation among New York agencies, so that sales material is on hand when it is needed.

Today, national advertisers with large enough budgets to consider the college market are primarily interested in the whole field of college radio. If your station is not included in presentations of college radio on a nation-wide basis, you are missing a very real sales opportunity.

We frankly feel that the College Radio Corporation offers the most efficient and the most effective means of selling time for your station. However, we do not want to deprive your station of potential revenue from any other source, so we are not asking you for an exclusive representation contract.

We urge you to give your very careful consideration to being represented on a simultaneous basis by the College Radio Corporation as a source of additional revenue.

We would appreciate hearing your thoughts and comments on this matter.

Sincerely,

COLLEGE RADIO CORPORATION

Edwards R. Hopple
President

EHR/wbi